

A video signal reproduction system for receiving a video signal transmitted via a satellite communication link at a receiving device. A copy permission indicator is inserted in the received video signal. The copy permission indicator is generated on the basis of copy management information that has been appended to the video signal and detected by the system. The indicator is in the form of a multiple of coded bits which are arrayed at a pre-set position in the video signal and are operable to indicate a generation limitation on copying of the video signal.